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# The Cadmus Group ENERGY STAR Marketing, Media & Education Support Services EP-W-11-022

Task Order Number: 306

Task Order Title: ENERGY STAR Brand Management and Outreach

Period of Performance: 3/1/14 - 2/28/15

Task Order Contract Officer Representative (TOCOR): Kristinn Leonhart

Alternate TOCOR: Gwendolyn Taylor

#### **BACKGROUND AND PURPOSE**

The Environmental Protection Agency's (EPA) Climate Protection Partnerships Division (CPPD) is responsible for the ENERGY STAR program. ENERGY STAR seeks to reduce greenhouse gas emissions by creating and expanding markets for energy efficient products and services. The primary goal of this program is to reduce emissions of greenhouse gases through reduced energy consumption; as well as finding opportunities to increase energy efficiency and profitability.

EPA focuses on opportunities for improving energy efficiency in the residential and commercial sectors. The universal identifier for these offerings is the ENERGY STAR. This mark distinguishes energy efficient products, new and existing homes, and buildings that meet performance criteria established by the EPA. By centering the marketing focus on ENERGY STAR, EPA ensures that consumers and businesses can quickly and easily identify products and solutions that help reduce energy costs while also reducing air pollution associated with energy use. EPA's marketing and communication efforts promote consumer awareness and demand for products and services that carry the ENERGY STAR label. EPA conducts marketing, communications and outreach to the general public, program partners, the media, and other audiences. These efforts have helped establish the ENERGY STAR as the national symbol for energy efficiency.

A cohesive, consistent communications effort is central to raising awareness and increasing loyalty to ENERGY STAR. To date, EPA has undertaken steps to strategically position ENERGY STAR in the marketplace, to develop a cohesive outreach effort and to unify and consolidate the many ENERGY STAR offerings under one brand. The purpose of this work assignment is to continue those efforts, put in place information for all organizations to consistently talk about ENERGY STAR and to support key activities that help educate consumers and businesses about ENERGY STAR.

#### TASK 1. ENERGY STAR identity and brand positioning – Strategic management

The Contractor shall assist the EPA COR in addressing key strategic issues as they pertain to the consistent and strategic management of the ENERGY STAR brand. This work will range from helping maintain and augment the Brand Guidelines, to organizing and facilitating strategic planning for the brand and supporting communications efforts that require an overarching ENERGY STAR message, to materials and meetings for those working on or interested in ENERGY STAR to ensure the same approach and vision.

The Contractor shall assist the ENERGY STAR program in convening strategic meetings with branding experts on how best to manage the ENERGY STAR brand in the future. There are many issues facing the brand today including how to position ENERGY STAR in a marketplace focused on green products and eco-friendly products, homes and buildings and how to best retain consumer trust. EPA is interested in understanding how other brands have faced similar pressures and lessons learned.

Given the complexity of the issues involved, the Contractor may need to set up phone calls with key EPA staff and/or key stakeholders throughout the process and prior to any major meetings. The goals of these calls will be to bring the Contractor up to speed with the issues facing each of the ENERGY STAR program managers, their assessment of the challenges and needs facing the brand within their spheres

of influence. These discussions will allow the Contractor to be apprised of the issues facing EPA so that the time spent at strategic meetings can focus on options, recommendations and discussion.

The Contractor may also need to convene focus groups, conduct market research, and develop and refine any new marks that may be used. These marks may build upon the current ENERGY STAR mark or may represent a different approach for CPPD. These marks will be consistent with discussions about the future growth of the brand. The Contractor shall begin work on these marks, and make requested revisions, after discussion with the EPA COR.

Finally, under this task, the Contractor shall monitor the marketplace for the latest research and information on consumer attitudes toward energy efficiency, ENERGY STAR, climate change and driving behavior toward greater acceptance of energy efficient products and practices. The goal of this research is to help inform EPA as it makes decisions about how to position the ENERGY STAR brand and what messages to use when talking to different market segments and consumer demographics.

Deliverables: As requested by EPA COR

## Task 2. Partner of the Year report and other support and recognition

The Contractor shall develop and implement a plan to recognize winners of the ENERGY STAR awards. Similar to efforts in the past, this plan should include all outreach for these awards including preparation of materials and a strategy to communicate about these awards and award winners to garner the best coverage. Once the plan has been approved by the EPA COR, the Contractor will carry out the activities and provide a report detailing the accomplishments.

The contractor shall also develop a report highlighting the organizations that win the ENERGY STAR awards. This report should be similar to the one produced last year. This report describes the awards process and highlights each winner with a summary of their activities. The Contractor shall meet with the EPA COR before beginning work on this task to address any questions. For budgeting purposes, the contractor shall assume the development of this report to begin in February and completed by March. If the EPA COR decides to proceed with a PSA, or a supplement that highlights award winners, the Contractor shall also develop a strategy for delivering this to target publications and ensuring its placement. After discussions and revisions, the PSA and outreach strategy shall be finalized and implemented.

The Contractor shall work with the EPA COR to develop new logos to recognize POY award winners. This includes updating the logos used in the past and ensuring that they are available in several formats to award winners. Finally, the Contractor shall assist the EPA COR in the development of materials to be used during the awards ceremony including succinct write-ups of each award winner and their accomplishments.

Deliverables: Meeting with EPA COR

Weekly updates

Overarching proposed strategic plan for POY

Draft of the POY report

Draft of PSA
Final POY report
New logo executions
Materials for award event

Detailed POY outreach summary

### Task 3. Distribution and tracking of ENERGY STAR Public Service Announcements (PSAs)

The Contractor, under a previous Task Order, developed a series of public service announcements (PSAs) to encourage consumers to help fight global warming through energy efficiency and the ENERGY STAR program. Under this Task, the Contractor shall continue to distribute these PSAs. The Contractor

shall track the use and placement of these PSAs and report to EPA the results on a monthly basis. Also under this Task, after having received direction from the EPA COR, the Contractor shall develop additional PSAs or differently sized PSAs that are consistent with this campaign and distribute them to appropriate media outlets.

Deliverables: PSA tracking reports, monthly

Other deliverables as requested by the EPA COR

# Task 4. Support for Outreach, Education and Events

The Contractor shall, as directed by the EPA COR conduct both short- and long-term turn-around tasks in support of ENERGY STAR promotion and education. For the purposes of this work assignment, the Contractor should assume 4 quick turn-around projects. These projects could include one pagers, posters, fliers, slides and support of events. Also for this task, the contractor should assume 2 longer-term projects, such as brochure development or larger event coordination such as the development of displays, posters and exhibits. Other projects could include activities on and around Earth Day, support of efforts to reach out to children, and the update of existing b-roll for the programs.

Deliverables: As requested by EPA COR

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separate letter or telegram which includes a reference THE PLACE DESIGNATED FOR THE RECEIPT OF virtue of this amendment you desire to change an offe to the solicitation and this amendment, and is receive	pies of the amendment; (b) By acknow to the solicitation and amendment nur OFFERS PRIOR TO THE HOUR AND or already submitted, such change may d prior to the opening hour and date sp	ledging red mbers FA DATE SPI be made I	eipt of this amendment on each copy of the ILURE OF YOUR ACKNOWLEDGEMENT T ECIFIED MAY RESULT IN REJECTION OF by telegram or letter, provided each telegram	offer subr O BE RE YOUR OF or letter	mitted; or (c) By CEIVED AT FFER. If by makes reference
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See Schedule  13 THIS ITEM ONLY APPLIES TO N	ODIFICATION OF CONTRACTS/ORDI	ERS IT M	ODIFIES THE CONTRACT/ORDER NO. AS I	DESCRIB	FD IN ITEM 14.
	CT/ORDER IS MODIFIED TO REFLEC HIN ITEM 14, PURSUANT TO THE AU IT IS ENTERED INTO PURSUANT TO	T THE AD UTHORITY	SES SET FORTH IN ITEM 14 ARE MADE IN MINISTRATIVE CHANGES (such as change OF FAR 43 103(b).		
E. IMPORTANT: Contractor × is not.	is required to sign this document a	and return	0copies to the issu	ing office	
14 DESCRIPTION OF AMENDMENT/MODIFICATION DUNS Number: [b](4)  TASK ORDER #0306 - ENERGY ST TOPO: KRISTINN LEONHART  The purpose of this modifica \$200,000.00. As a result, t \$272,000.00 to \$472,000.00. funded.  LIST OF CHANGES:	AR BRAND MANAGEMENT tion is to provide he total funded amo	& OU incre	TREACH mental funding in the f this Task Order incr	amour eases	s from
Obligated Amount for this Mo	dification: \$200,00	0.00			
New Total Obligated Amount f			00		
Except as provided herein, all terms and conditions of the	ne document referenced in Item 9A or 1	10A, as her	etofore changed, remains unchanged and in	full force	and effect.
15A NAME AND TITLE OF SIGNER (Type or print)			NAME AND TITLE OF CONTRACTING OF Tron Doherty	FICER (T	ype or print)
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16	Trans Achily	ELECTE	
(Signature of person authorized to sign)	±1		AND AND AND AND AND AND AND AND AND AND	SISHA	MURF 06/09/2014
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	Incremental Funded Amount changed: from	<del> </del>	+ +		
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	Account code:		1 1		
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	Beginning FiscalYear 14				
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	Fund (Appropriation) B				
	Budget Organization 58E8		1 1		
	Program (PRC) 101A46XP3		1		
	Budget (BOC) 2505				
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	Cost Organization	3			
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	Amount: \$200,000.00		1		
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	US Environmental Protection Agency				
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	Durham NC 27711	1			
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O. NAME AND AL	JURESS OF CONTRACTOR (No.	, street, county, State	and ZIP Code)	(x) <sup>9</sup>	A. AMENDMENT OF SOLICITATION NO	). <sub>:</sub>	
57 WATER	OUP, INC. THE STREET MA 024724603			9	B DATED (SEE ITEM 11)		
				XE	DA MODIFICATION OF CONTRACT/OF P-W-11-022 306 DB. DATED (SEE ITEM 13)	RDER NO.	
(b)(4)		FACILITY	CODE		02/27/2014		
		11, THIS	TEM ONLY APPLIES TO	AMENC	MENTS OF SOLICITATIONS		
THE PLACE D virtue of this an to the solicitation	or telegram which includes a refe ESIGNATED FOR THE RECEIP	rence to the solicit FOF OFFERS PR in offer already sub ceived prior to the	ation and amendment nur IOR TO THE HOUR AND omitted, such change may opening hour and date sp	DATE S be made pecified.	eccipt of this amendment on each copy of AILURE OF YOUR ACKNOWLEDGEME PECIFIED MAY RESULT IN REJECTION by telegram or letter, provided each tele	NT TO BE RECI N OF YOUR OFF egram or letter ma	EIVED AT ER. If by akes reference
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D	OTHER (Specify type of modific	cation and authorit	y)				
E. IMPORTANT:	Contractor × is r		ed to sign this document a			e issuing office.	
	0.5745	TION (Organized b	y UCF section headings,	including	solicitation/contract subject matter when	e feasible.)	
DUNS Numb	y	2010 001	ID MANAGEMENTS	a 01	IMPEROU		
	E #0306 - ENERGY	STAR BRAI	ND MANAGEMENT	& OI	JTREACH		
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150					emental funding in th		
					this Task Order inc		
\$472,000.	du to \$492,260.30	). This !	Pask Order re	quire	es an additional \$65,	996./U t	to be fully
funded.							
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	Amount for this						
New Total	Obligated Amount	for this	s Award: \$492	,260	.30		
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			referenced in Item 9A or 1		eretofore changed, remains unchanged a		
15A. NAME AND	HITLE OF SIGNER (Type or prin	t)		16A	NAME AND TITLE OF CONTRACTING	OFFICER (Typ	e or print)
				Sh	arron Doherty		
15B. CONTRACT	OR/OFFEROR		15C. DATE SIGNED	16			16C. DATE SIGNED
					Toma kohuly	FUNCTRO	26/20/0014
tSic.	nature of person authorized to sign)				to the second se	SIGNATI	GRE 06/30/2014
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NO.	SUPPLIES/SERVICES	QUANTITY	1 1	UNIT PRICE	AMOUNT
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	Incremental Funded Amount changed: from				
	\$472,000.00 to \$492,260.30		1		
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	Beginning FiscalYear 13				
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	Fund (Appropriation) B				
	Budget Organization 58E8		1 1		
	Program (PRC) 101A46XP3 Budget (BOC) 2505				
	Job # (Site/Project)				
	Cost Organization		1 1	-	
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	Fund (Appropriation) B				
	Budget Organization 58E8				
	Program (PRC) 101A46				
	Budget (BOC) 2505		1 1		
	Job # (Site/Project)				
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	Amount: \$480.30		1		
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	US Environmental Protection Agency	Ì			
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EM NO. (A)	SUPPLIES/SERVICES (B)	QUANTITY U		UNIT PRICE	AMOUNT
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Headquar Ariel R: 1200 Per	ronmental Prot rters Procurem ios Building nnsylvania Ave ton DC 20460	ent Ope	erations					
		OR (No., stree	t, county, State and	d ZIP Code)	(x) 9A	AMENDMENT OF SOLICITATION NO.		
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)  CADMUS GROUP, INC. THE  57 WATER STREET  WATERTOWN MA 024724603						DATED (SEE ITEM 11)  MODIFICATION OF CONTRACT/ORDE -W-11-022 06  DATED (SEE ITEM 13)	ER NO.	
CODE (b)(4	4)		FACILITY CO	DE	0	2/27/2014		
			11. THIS IT	EM ONLY APPLIES TO	MENDA	ENTS OF SOLICITATIONS		
Items 8 and separate lett THE PLACE virtue of this	15, and returning er or telegram which include DESIGNATED FOR THE R	co es a reference RECEIPT OF e hange an offe	pies of the amer to the solicitation OFFERS PRIOF or already submit	ndment; (b) By acknowled on and amendment numb R TO THE HOUR AND D tted, such change may b	dging red ers. FA ATE SPE e made b	on or as amended, by one of the following eight of this amendment on each copy of the LURE OF YOUR ACKNOWLEDGEMENT CIFIED MAY RESULT IN REJECTION O y telegram or letter, provided each telegra	e offer submi TO BE RECI F YOUR OFF	tted; or (c) By EIVED AT ER. If by
	ING AND APPROPRIATION	N DATA (If rec	juired)	Net	Inc	rease:	\$600.0	0
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X X		ED CONTRAC SET FORTA AGREEMEN	CT/ORDER IS M H IN ITEM 14, PI	ODIFIED TO REFLECT URSUANT TO THE AUT	THE AD HORITY	ES SET FORTH IN ITEM 14 ARE MADE  MINISTRATIVE CHANGES (such as char  OF FAR 43.103(b).  TY OF:		
E. IMPORTANT	T: Contractor	x'is not.	is required	to sign this document an	d return	0 copies to the is	suina office	
14 DESCRIPTO DUNS Num TASK ORE TOPO: KR The purp DCN 1358 Order #1 from \$49 Order.  LIST OF Obligate Continue Except as proven	CHANGES:  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes  changes	ERGY ST RT odifica was de on #10) 492,860 this Mo	AR BRAND tion is -obligat . As a .30. An	MANAGEMENT  to RE-obliga ed from Task result, the additional \$  on: \$600.00	& OU'te for Ordetota 65,3	olicitation/contract subject matter where for TREACH unding in the amount er #106 under this collection of the ceiling and funded \$6.70 is needed to further than the collection of the ceiling and the ceiling and funded to further the collection of the ceiling o	of \$600 ntract amounts lly fur	(see Task s increase nd this Task nd effect.
15B. CONTRA	CTOR/OFFEROR			15C. DATE SIGNED	11			16C. DATE SIGNED
					f	Leans Kennely	HUICIRO	8.0
	Signature of person authorized	to sign)				we will be a real	SIGNAT	
Constitution and a constitution of	Marco Secondo			5 10000 000			OTANDAD	DECOM 20 (DE) ( 40.02)

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EM NO.	SUPPLIES/SERVICES	QUANTITY		UNIT PRICE	AMOUNT
(A)	(B)	(C)	(D)	(E)	(F)
	New Total Obligated Amount for this Award:				
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	Incremental Funded Amount changed: from		1 1	ĺ	
	\$492,260.30 to \$492,860.30				
	NEW ACCOUNTING CORP. ARREST				
	NEW ACCOUNTING CODE ADDED:	Ì	1 1		
	Account code:		1 1		
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	Budget Organization 58E8		1 1		
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	Budget (BOC) 2505				
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CADMU 57 WA	AND ADDRESS OF CONTRACTO S GROUP, INC. THE TER STREET TOWN MA 024724603	K (No∵street. co	unty. Stale and ZIP Code)	×	9A AMENDMENT OF SOLICITATION NO.  10A MODIFICATION OF CONTRACT/ORD  EP-W-11-022  0306  10B DATED (SEE ITEM 13)	DER NO.		
CODE	(b)(4)	F	ACILITY CODE		02/27/2014			
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	DUNTING AND APPROPRIATION				ncrease:	\$65,3	96.70	· · · · · · ·
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X	B. THE ABOVE NUMBERED appropriation date, etc.)	CONTRACT/O SET FORTH IN	ORDER IS MODIFIED TO REFL ITEM 14. PURSUANT TO THE ENTERED INTO PURSUANT	LECT THE E AUTHORI	NGES SET FORTH IN ITEM 14 ARE MADI ADMINISTRATIVE CHANGES (such as cha TY OF FAR 43.103(b). DRITY OF:			
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949Z,	860.30 to \$558,25°	7.00. T	mis task Order 1	ıs ner	eby ruffy runded.			
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		ditions of the do	ocument referenced in Item 9A o	or 10A, as f	neretofore changed, remains unchanged an	id in full force	and effect.	
15A. NAN	TE AND TITLE OF SIGNER (Type o	or print)			A NAME AND TITLE OF CONTRACTING narron Doherty	OFFICER (T)	pe or print)	
15B. CON	TRACTOR/OFFEROR	V-10-7	15C. DATE SIGNE			,	160	C. DATE SIGNED
. 3 80	10 Met 10 Met 20				James John to	FUFCIR	RONLO C	9/26/2014
	(Signature of person authorized to	sign)			50 V SN SN SN SN SN SN SN SN SN SN SN SN SN	\$10 <b>8</b> A	11/3:11	
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ITEM NO.	SUPPLIES/SERVICES	QUANTIT	Y UNIT	UNIT PRICE	AMOUNT	
.)	(B)	(C)	(D)	(E)	(F)	
	NEW ACCOUNTING CODE ADDED:					
	Account code:	1				
	14-15-B-58E8-101A46XP3-2505-1458EE4484-001		<b>!</b>			
	Beginning FiscalYear 14	ı				
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	Fund (Appropriation) B					
	Budget Organization 58E8					
	Program (PRC) 101A46XP3	İ				
	Budget (BOC) 2505					
	Job # (Site/Project)		1 1			
	Cost Organization					
	DCN-LineID 1458EE4484-001	Į				
	Amount: \$65,396.70					
	Payment Address:					
	RTP Finance Center					
	US Environmental Protection Agency					
	RTP-Finance Center (AA216-01)					
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	www2.epa.gov/financial/contracts		1			
	Durham NC 27711					
	Delivery Location Code: OAR/OAP/CPPD					
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	US Environmental Protection Agency		1 1			
	1200 Pennsylvania Avenue NW					
	Mail Code 6202J					
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	PERSONS RESPONSIBLE FOR APPROVING INVOICES:					
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AMENDM	ENT OF SOL	ICITATION/MODIFIC	ATION OF C	ONTRACT		1. CONTRACT ID CODE		PAGE O	1
2. AMENDM	IENT/MODIFICAT	TION NO.	3. EFFECTIVE	DATE	4. RE	QUISITION/PURCHASE REQ. NO.	5. PR(	1 DJECT NO	). (If applicable)
007			01/30/2		20 Direct	OAR-15-00412		AWAR	
6. ISSUED E	BY	CODE	HPOD	013	7. AC	MINISTERED BY (If other than Item 6)	CODE		
Headqu Ariel 1200 P	arters Pi Rios Buil	nia Āvenue, NW	rations					<b>L</b>	
	-	CONTRACTOR (No., street	, county. State and	d ZIP Codel	/\ 9/	A. AMENDMENT OF SOLICITATION NO.			
CADMUS 57 WATE	GROUP, I ER STREET DWN MA 02	NC. THE	,		x 10 0	DA MODIFICATION OF CONTRACT/ORDER NO P-W-11-022 306 DB. DATED (SEE ITEM 13)	).		
CODE (t	b)(4)		FACILITY CO	DE		02/27/2014			
			11. THIS IT	EM ONLY APPLIES TO A	MEND	MENTS OF SOLICITATIONS			
Items 8 ar separate I THE PLAI virtue of th to the soli	nd 15, and return letter or telegram CE DESIGNATEI his amendment y icitation and this a	ing cop which includes a reference D FOR THE RECEIPT OF ( ou desire to change an offe amendment, and is received	pies of the amer to the solicitation OFFERS PRIOF or already submit of prior to the ope	ndment, (b) By acknowled on and amendment numb R TO THE HOUR AND D. tited, such change may be ening hour and date spec	dging re pers. Fi ATE SF e made sified.	tion or as amended, by one of the following meth sceipt of this amendment on each copy of the offe AILURE OF YOUR ACKNOWLEDGEMENT TO B PECIFIED MAY RESULT IN REJECTION OF YO by telegram or letter, provided each telegram or	er subm BE REC UR OF letter r	nitted; or (c CEIVED A FER. If by nakes refe	c) By T / rence
See Sc		ROPRIATION DATA (If rec	juired)	Net	In	crease: \$1	24,	000.00	)
CHECK ONE	B. THE ABO' appropriat  C. THIS SUP	VE NUMBERED CONTRACTION date, etc.) SET FORTH PLEMENTAL AGREEMEN Specify type of modification	CT/ORDER IS M 1 IN ITEM 14, P T IS ENTERED and authority)	MODIFIED TO REFLECT URSUANT TO THE AUT INTO PURSUANT TO A	THE A HORIT		n payir	ng office,	
X	Increas	se cost ceilin				unding in the amount of		1,000.	00
DUNS NO TASK OF TOCOR:	IPTION OF AME umber: [0 RDER #030 KRISTINN	NDMENT/MODIFICATION D)(4) 6 - ENERGY ST LEONHART	(Organized by U	MANAGEMENT	cluding	solicitation/contract subject matter where feasib	le.)		
hours : \$682,25 which b	in the am 57.00. FULLY FUN I FUNDED	nount of \$124, As a result i IDS the Task O	000.00. ncrement rder. T	Therefore tal funding in the CONTRACTO	he c n th R IS	st estimate which adds 80 overall cost ceiling is in the amount of \$124,000.00 or REMINDED NOT TO INCUR (conditions shall remain)	has COST	eased been BEYO	to added ND THE
	ued	Il terms and conditions of th	ne document refe	erenced in Item 9A or 10	A. as he	eretofore changed, remains unchanged and in fu	I force	and effect	
		SIGNER (Type or print)			16A	NAME AND TITLE OF CONTRACTING OFFICE		100	
15B. CONTE	RACTOR/OFFER	ROR	2	15C. DATE SIGNED	11		LLCTR	OVIC	C. DATE SIGNED
NCN 7540.0	(Signature of per	our aumonzeu to sign)			1		ΔΝΠΔΙ	RD FORM	30 (REV 10-83)

CONTINUATION SHEET

REFERENCE I

DOCUMENT BEING CONTINUED

EP-W-11-022/0306/007

PAGE 2 OF 3

NO.	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
1)	(B)	(C)	(D)	(E)	(F)
		1		*	
	Decam for Madification - Partition - 2				
	Reason for Modification : Funding Only Action Total Amount for this Modification: \$124,000.00		1 1	ł	
	New Total Amount for this Version: \$682,257.00				
1	New Total Amount for this Award: \$682,257.00				
	Obligated Amount for this Modification: \$124,000.00				
	New Total Obligated Amount for this Award:			ľ	
	\$682,257.00	}		J	
	Incremental Funded Amount changed: from				
	\$558,257.00 to \$682,257.00				
	Buyer changed	i			
	from Sharron Doherty				
	to Jessica Wilson				
	Contracting Officer shared				
	Contracting Officer changed from Sharron Doherty				
8	From Sharron Bonercy				
	to Jessica Wilson				
	CHANGES FOR LINE ITEM NUMBER: 1				
	Description changed from Task Order #0306 -	Î	1 1	ĺ	
	ENERGY STAR BRAND MANAGEMENT & OUTREACH		1 1		
	CO: Sharron Doherty				
	COR: Kristinn Leonhart				
	ALTERNATE COR: Gwen Taylor				
	Budget estimate dated February 26, 2014 for				
	\$558,257.00 and 4,948 hours is approved.	1	1	- 1	
	Funding in the amount of \$77,000.00 is hereby	<u>3</u>			
	provided. An additional \$481,257.00 is needed to		{		
	fully fund this order. The contractor shall not				
	exceed the funded amount. Additional funds will				
	be provided as they become available.				
	to Task Order #0306 - ENERGY STAR BRAND				
	MANAGEMENT & OUTREACH				
	CO: Sharron Doherty				
	COR: Kristinn Leonhart				
	ALTERNATE COR: Gwen Taylor				
	Total Amount changed				
	from \$558,257.00 to \$682,257.00				
	Obligated Amount for this modification:				
	\$124,000.00				
	Incremental Funded Amount changed from				
	\$558,257.00 to \$682,257.00	Ţ			
	Continued				
		1	1 1		

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 PAGE D

NAME OF OFFEROR OR CONTRACTOR

EM NO.	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT	
(A)	(B)	(C)	(D)	(E)	(F)	
		+	$\vdash$			
	CHANGES FOR DELIVERY LOCATION: OAR/OAP/CPPD					
	Amount changed from \$558,257.00 to \$682,257.00					
	CHANGES FOR ACCOUNTING CODE:					
	14-15-B-58E8-101A46XP3-25051458EE4118-001		è			
	Percent changed from 13.79293 to 11.28607		1 1			
	NEW ACCOUNTING CODE ADDED:					
	Account code:					
	14-15-B-58E8-101A46XP3-2505-1558EE5092-001					
	Beginning FiscalYear 14					
	Ending Fiscal Year 15					
	Fund (Appropriation) B					
	Budget Organization 58E8		1			
	Program (PRC) 101A46XP3					
	Budget (BOC) 2505					
	Job # (Site/Project)					
	Cost Organization					
	DCN-LineID 1558EE5092-001					
	Quantity: 0 Amount: \$124,000.00					
	Percent: 18.17497					
	Subject To Funding: N					
	Payment Address:		1 1			
	rayment Address.					
			3			
	Delivery Location Code: OAR/OAP/CPPD					
	OAR/OAP/CPPD					
	US Environmental Protection Agency		1 1			
	1200 Pennsylvania Avenue NW					
	Mail Code 6202J					
	OAP/CPPD					
	Washington DC 20460 USA			į.		
	FOB: Destination					
	Period of Performance: 03/01/2014 to 02/28/2015		i ŝ			
			1 1			
	PERSONS RESPONSIBLE FOR APPROVING INVOICES:					
	COR: KRISTINN LEONHART					
	ALT COR: GWEN TAYLOR		1 1			
				,		
		1	1 1	l l		